

A woman and a man are standing in front of a large, weathered ship. The woman is on the left, wearing a black wetsuit and has her hair in a bun. The man is on the right, wearing a black wetsuit, a grey cap, and sunglasses. They are both smiling. The ship behind them is grey with some blue and white paint. The text "TRAVEL" is overlaid on the left, "OREGON" on the right, and a green outline of Oregon is in the center. At the bottom left, it says "WHY GUIDES PROGRAM UPDATE" and at the bottom right, "12.14.22".

TRAVEL

OREGON

WHY GUIDES
PROGRAM UPDATE

12.14.22

Hidden Trails of Oregon

► a travel podcast



WHY GUIDES UPDATE

REGISTRY:

- 120 Guides, Outfitters and Tour Companies
- Interfacing with over ½ million visitors per year
- New tour categories
- Expanding our knowledge of accessible tours
- Regenerative travel
- Inventorying Dark Sky tour product



WHY GUIDES UPDATE

DEVELOPMENT:

- Marketing Boost Program
- Steps to Success Regional Workshops
- Dark Sky Product Development



WHY GUIDES FUTURE

PROGRAM PLANS:

- How can we further develop the guiding community and their businesses to continue delivering remarkable experiences for visitors and residents?
- How can Travel Oregon partner with guides to deliver important management messages to their ½ million clients each year to promote respect for the natural environment?
- How can we continue to share the story of this incredible resource our industry shares and their impact on



A scenic landscape featuring a geothermal area in the foreground with three circular stone basins. Steam is rising from the ground and the basins. A white fence and a small building are visible in the background on the left. The sky is a mix of blue, pink, and purple, suggesting a sunset or sunrise. The text "Thank you" is centered in the middle of the image.

Thank you